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**GLOBAL SURVEY SHOWS TOBACCO IS WORLD'S  
LEAST REPUTABLE INDUSTRY**

An independent global survey has found that the tobacco industry is the world's least reputable industry.

The industry's bottom ranking is contained in the Global Reputation Pulse 2010, the annual report released by the Reputation Institute, a leading international research organisation specialising in corporate reputation management.

The 2010 report is based on more than 80,000 consumer interviews in 32 countries that uses a standardised measurement system to ensure that results are comparable across industries and countries and over time.

The results reflect consumer ratings of the corporate reputation of 600 of the world's largest companies on issues including perceptions of trust, esteem, admiration and good feeling.

The Global Reputation Pulse 2010 report shows that Tobacco is in last place of the 25 industry categories surveyed. Tobacco companies do even worse than in the 2009 survey, with their average score falling significantly. The drop of 4.4% from the 2009 survey places the tobacco industry squarely in the report's Weak/Vulnerable category.

President of the Australian Council on Smoking and Health, Professor Mike Daube of Curtin University, said, "the public around the world rate this lethal industry exactly where it belongs – at rock bottom. The tobacco industry richly deserves its place as the world's most disreputable industry."

"This survey should give confidence to all Governments that action to curb the activities of tobacco companies will meet with strong, unparalleled global public support."

"This is a pariah industry. Those who choose to work for this lethal industry are promoting a product that kills one in two regular users and causes 5 million deaths a year globally. Sixty years after definitive evidence of the dangers of smoking, they are even increasing their focus on promoting the tobacco epidemic in developing countries Do people working in tobacco companies have any moral radar?"

"It is time for all governments to recognise that this is not a normal, legitimate industry, and to find ways to bring the appalling and unnecessary global toll of tobacco deaths to an end."

The top company category in the survey was Consumer Products, followed by Food Manufacturing and Retail-Food. The bottom five categories were Financial – Insurance, Financial – Bank, Telecommunications, Financial – Diversified and Tobacco.

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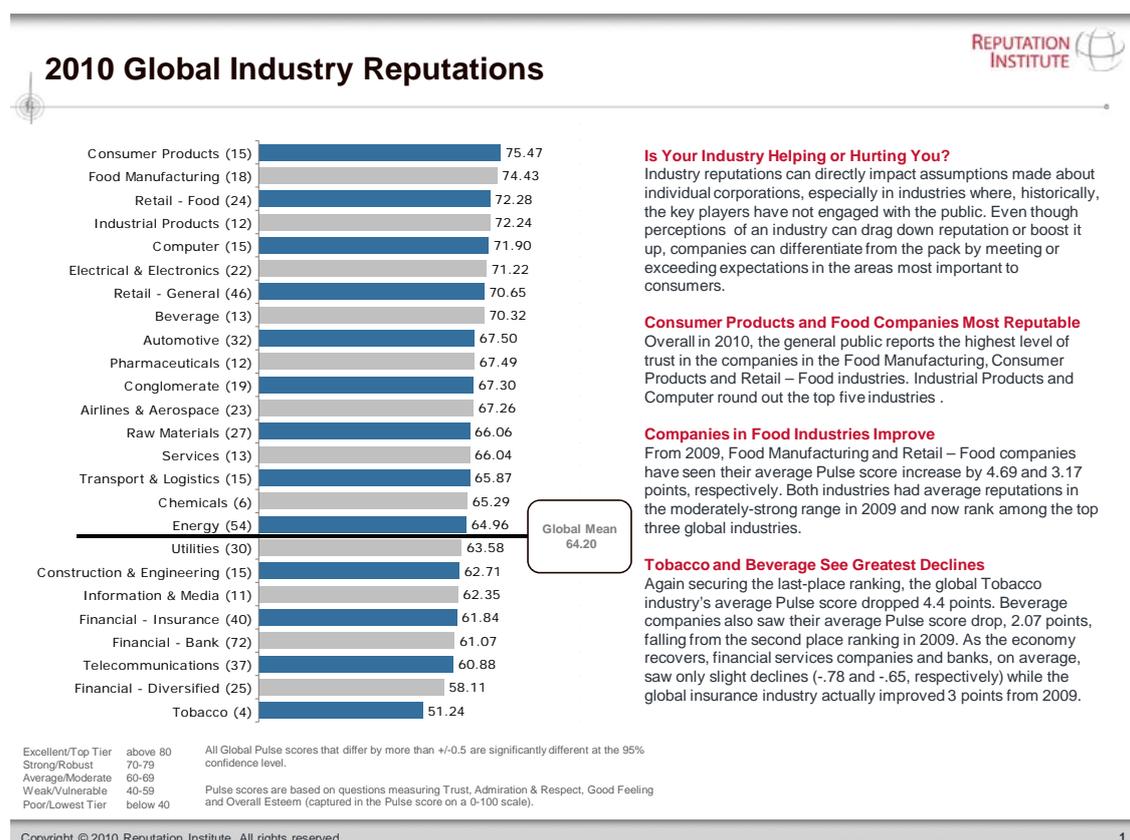
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